

Message Text

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ACTION EUR-06

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FM AMCONSUL DUSSELDORF

TO USDOC WASHDC

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AMEMBASSY BONN

USMISSION BERLIN

AMEMBASSY PARIS

UNCLAS DUSSELDORF 0019

USDOC

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: IGEDO FASHIO FAIR, DUESSELDORF

REF: BONN 2682

1. SUMMARY: WE UNDERSTAND THERE WILL BE AN OFFICIAL DEPARTMENT OF COMMERCE GROUP STAND AT THE INTERNATIONAL LADIES' READY-TO-WEAR EXHIBITION (PRET-A-PORTER) AT PARIS OCTOBER 19-24, 1974. BOTH EMBASSY BONN AND CONSULATE GENERAL DUESSELDORF STRONGLY RECOMMEND THAT ALL US EXHIBITORS AT THE PARIS SHOW BE INFORMED OF THE IGEDO SCHEDULED FOR OCTOBER 27-31 IN DUESSELDORF, AND URGED TO EXHIBIT AT IGEDO AS WELL.

2. THE QUESTION OF US PARTICIPATION IN IGEDO HAS BEEN THE SUBJECT OF PREVIOUS DISCUSSION, INCLUDING REFTEL, WHICH LISTED IGEDO AS AN EVENT TO BE CONSIDERED BY COMMERCE FOR TYPE IV PARTICIPATION. WHILE OFFICIAL PARTICIPATION IS NOT POSSIBLE AT THIS PARTICULAR IGEDO BECAUSE OF BUDGETARY AND OTHER CONSIDERATIONS, WE BELIEVE THE PRESENCE IN EUROPE OF US EXHIBITORS AT THE PARIS SHOW OFFERS AN EXCELLENT OPPORTUNITY FOR EXPOSURE OF US APPAREL AT IGEDO, GERMANY'S LEADING WOMEN'S APPAREL SHOW. THE IGEDO MANAGEMENT HAS EXPRESSED ITS WILLINGNESS TO COOPERATE FULLY WITH US IN ARRANGING AN GROUPING OF US EXHIBITORS, SO THAT ALL THE ADVANTAGES OF A GROUP PRESENTA-

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TION COULD BE ACHIEVED AT NO COST TO COMMERCE, BEYOND THE

MINOR EXPENSE INVOLVED IN BRINGING IGEDO TO THE ATTENTION OF
US FIRMS EXHIBITING IN PARIS.

3. THE IGEDO MANAGEMENT WOULD LIKE TO LEARN AS SOON AS POSSIBLE
WHICH US FIRMS WISH TO EXHIBIT AT THE OCTOBER 27-31 EVENT, AND
NOT LATER THAN THE END OF APRIL IF AT ALL POSSIBLE. WE
ASSUME US FIRMS RECRUITED FOR PARTICIPATION AT PARIS WILL
HAVE MADE THEIR DECISIONS BY THAT TIME TO GO TO PARIS, SO THERE
SHOULD BE NO PROBLEM COMPLYING WITH IGEDO'S DEADLINE.

4. RECOMMENDATIONS:

A) THAT ALL FIRMS APPROACHED BY COMMERCE AS POTENTIAL
EXHIBITORS AT PARIS BE INFORMED OF THE OCTOBER 27-31 IGEDO IN
DUESSELDORF, AND URGED TO EXHIBIT THERE AS WELL;

B) THAT FIRMS WISHING TO EXHIBIT AT IGEDO BE INSTRUCTED TO
CONTACT CONSULATE GENERAL DUSSELDORF FOR INFORMATION;

C) THAT COMMERCE LET US HAVE ASAP ITS RESPONSE TO THIS
MESSAGE.

5. PLEASE ADVISE IF FURTHER INFORMATION ON IGEDO WILL BE
NEEDED FOR USE IN APPROACH TO US FIRMS.HENNEMEYER

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